

**2014 Primary Election/Election Identification Certificates**

*DPS Traditional and Social Media Outreach Plan*

January – May 2014

**IMPORTANT DATES FOR THE 2014 PRIMARY ELECTION**

Feb 18 – 28            EARLY VOTING  
Mar 4                    ELECTION DAY

**DPS COMMUNICATIONS TIMELINE FOR PRIMARY ELECTION**

- Wed, Jan. 29**            DPS issues statewide press release: “**DPS Reminds Texans: Election Identification Certificates Available at Driver License Offices**”  
(release attached)
- Wed, Jan. 29            DPS issues Tweet related to Jan. 29 press release  
Wed, Jan. 29            DPS issues Facebook post related to Jan. 29 press release
- Fri, Jan. 31            DPS issues Tweet related to Jan. 29 press release
- Mon, Feb. 3**            DPS issues statewide press release: “**Select Driver License Offices Open Saturdays to Issue Election Identification Certificates; Certificates also available at mobile stations, select county locations**”  
(release attached)
- Mon, Feb. 3            DPS issues Tweet related to Feb. 3 press release  
Mon, Feb. 3            DPS issues Facebook post related to Feb. 3 press release
- Mon, Feb. 3**            DPS issues local press releases to local media announcing County-run EIC operations, providing county contact information
- Mon, Feb. 3 – Wed, Feb. 19**            DPS issues local press releases to local media announcing DPS mobile station locations and schedules in counties w/o a DL Office
- Mon, Feb. 3 – Tue, Mar 4**            DPS issues “In Case You Missed It” press releases highlighting Secretary of State press releases announcing 25 mobile station locations/schedules in select areas of the state
- Wed, Feb. 5            DPS issues Tweet related to Feb. 3 press release (i.e., highlighting Saturday hours; or county-run locations; or DPS or SOS mobile station locations/schedules)
- Fri, Feb. 7            DPS issues Tweet related to Feb. 3 press release  
Fri, Feb. 7            DPS issues Facebook post related to Feb. 3 press release
- Mon, Feb. 10            DPS issues Tweet related to Feb. 3 press release  
Mon, Feb. 10            DPS issues Facebook post related to Feb. 3 press release

2:13-cv-193  
09/02/2014

**DEF2157**

**2014 Primary Election/Election Identification Certificates**

*DPS Traditional and Social Media Outreach Plan*

January – May 2014

Wed, Feb. 12	DPS issues Tweet related to Feb. 3 press release
Fri, Feb. 14	DPS issues Tweet related to Feb. 3 press release
Fri, Feb. 14	DPS issues Facebook post related to Feb. 3 press release
<b>Tue, Feb. 18</b>	<b>DPS issues press release: [HEADLINE TBD – will remind Texans of all four ways to obtain EICs; also announce start of early voting]</b>
Tue, Feb. 18	DPS issues Tweet related to Feb. 18 press release
Tue, Feb. 18	DPS issues Facebook post related to Feb. 18 press release
Thu, Feb. 20	DPS issues Tweet related to Feb. 18 press release
Sat, Feb. 22	DPS issues Tweet related to Feb. 18 press release (Saturday hours reminder)
Sat, Feb. 22	DPS issues Facebook post related to Feb. 18 press release (Saturday hours reminder)
Mon, Feb. 24	DPS issues Tweet related to Feb. 18 press release
Tue, Feb. 26	DPS issues Tweet related to Feb. 18 press release
Tue, Feb. 26	DPS issues Facebook post related to Feb. 18 press release
Thu, Feb. 28	DPS issues Tweet related to Feb. 18 press release
Thu, Feb. 28	DPS issues Facebook post related to Feb. 18 press release
Sat, Mar 1	DPS issues Tweet related to Feb. 18 press release (Saturday hours reminder)
Sat, Mar 1	DPS issues Facebook post related to Feb. 18 press release (Saturday hours reminder)
Sun, Mar 2	DPS issues Tweet related to Feb. 18 press release
Mon, Mar 3	DPS issues Tweet related to Feb. 18 press release
Mon, Mar 3	DPS issues Facebook post related to Feb. 18 press release
Tue, Mar 4	DPS issues Tweet related to Feb. 18 press release
Tue, Mar 4	DPS issues Facebook post related to Feb. 18 press release
<b>Once a week until the launch of the runoff comms effort</b>	<b>DPS issues regular Tweets and Facebook posts reminding Texans that EICs are available at more than 220 DL offices</b>

**2014 Primary Election/Election Identification Certificates**

*DPS Traditional and Social Media Outreach Plan*

January – May 2014

**IMPORTANT DATES FOR THE 2014 PRIMARY ELECTION RUNOFF**

May 19 – 23            EARLY VOTING  
May 27                RUNOFF ELECTION DAY

**DPS COMMUNICATIONS TIMELINE FOR PRIMARY ELECTION RUNOFF**

- |                                     |  |
|-------------------------------------|--|
| Mon, Apr 28                         | <b>DPS issues statewide press release: “DPS Reminds Texans: Election Identification Certificates Available at Driver License Offices”</b>  |
| Apr 28 –<br>Fri, May 3              | DPS issues regular Tweets and Facebook posts related to Apr 28 press release   |
| Mon, May 5                          | <b>DPS issues statewide press release: “Select Driver License Offices Open Saturdays to Issue Election Identification Certificates; Certificates also available at mobile stations, select county locations”</b> |
| Mon, May 5 –<br>Mon, May 27         | DPS issues regular Tweets and Facebook posts related to May 5 press release  |
| <b>Mon, May 5</b>                   | <b>DPS issues local press releases to local media announcing County-run EIC operations, providing county contact information</b>   |
| <b>Mon, May 5 –<br/>Tue, May 13</b> | <b>DPS issues local press releases to local media announcing DPS mobile station locations and schedules in counties w/o a DL Office</b>  |
| <b>Mon, May 5 –<br/>Tue, May 27</b> | <b>DPS issues “In Case You Missed It” press releases highlighting Secretary of State press releases announcing 25 mobile station locations/schedules in select areas of the state</b>                            |